



COMING FEBRUARY 2012

what we're about

Sacramento Fashion Week is produced by Magnum Opus Enterprises which was launched in Spring 2006 as an answer to the call for a fashion show production that focused on the needs of the local fashion industry. With fashion becoming more mainstream and the growing demand for both beauty and fashion products in all markets; retailers needed a resource that would help them become profitable within the current marketplace, while manufacturers needed an outlet that would effectively reach these buyers.

We provide the bridge between fashion designers, models, photographers, advertising agencies, modeling & talent agencies, fine artists, make up and hair stylists, exhibitors and entrepreneurs in the beauty, fashion and entertainment industry. Sacramento Fashion Week strives to produce an upscale quality event with the overall goal to bring more awareness and economic growth to our local fashion industry. We work with local higher education institutions to recruit and develop talent as well provide an avenue for students to learn real-world skills in the various industries that contribute to our event. As part of our commitment to the Greater Sacramento area economy, our marketing strategy involves collaboration with local businesses to create new sales and networking opportunities. We do this by attracting customers through hosted events, special sales promotions and social media marketing efforts.

Sacramento Fashion Week also focuses on giving back to the community through charitable contributions. This year marks the second year of a partnership with the Make-A-Wish Foundation of Sacramento and Northeastern California. The Make-A-Wish Foundation grants wishes that bring hope and happiness into the lives of children at a time of great adversity and uncertainty, impacting the lives of all they touch by creating positive memories that can be cherished for a lifetime. The Make-A-Wish Foundation now grants a wish to a child every 40 minutes. Last year Sacramento Fashion Week helped grant a wish to 15 year old Denise and she went on a shopping spree at the Westfield Roseville Galleria. Contributions to this organization are tax deductible. www.makeawish-sacto.org



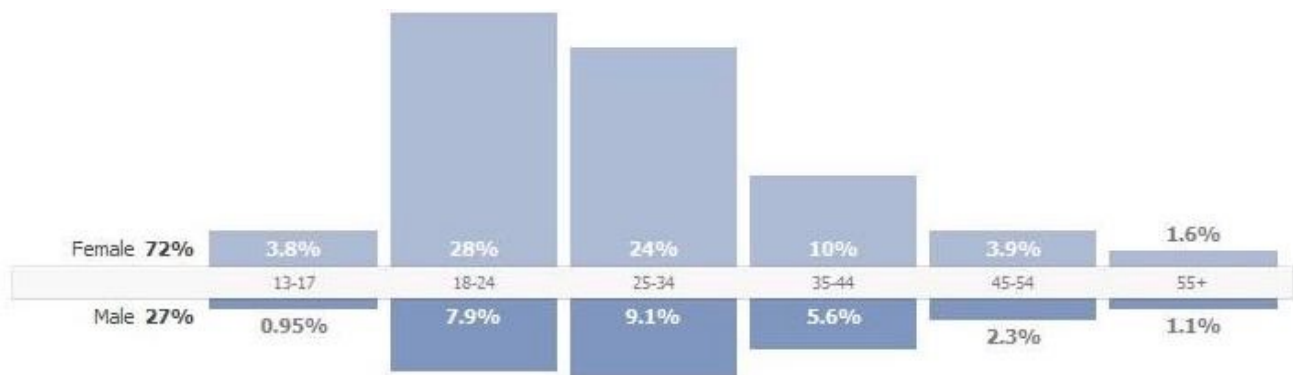
demographics

Audience: 300-2000

Combination of active followers and exposure during the week. Interaction at targeted areas with interest in the fashion industry. We are constantly promoting and showcasing businesses, models, designers, photographers and events throughout the season.



Age Range of Attendees





Sacramento Fashion Week 2012

Benefiting the Make-A-Wish Foundation of Sacramento and Northeastern California

print & media coverage

BayFashion Magazine Sub Merge Magazine
SacTown Magazine Sacramento Magazine
Sacramento Bee Sacramento News & Review

previous events

2006 Fall Collection
2007 Spring / Fall Collection
2008 Sacramento Fashion Week
2009 Sacramento Fashion Week
2011 Sac Fashion Week

showcased designers & boutiques

Ada Handbags (Sacramento, CA)
Benzo Couture (Sacramento, CA)
Brenda Villalta (Sacramento, CA)
Ceazar Cabrerros (Stockton, CA)
Collections by RJ (San Lorenzo, CA)
Dee Aguilar (Sacramento, CA)
Eshonna Trice (Sacramento, CA)
Exquisitely Eclectic (Sacramento, CA)
Faatui Toele (Sacramento, CA)
Janelle Cardenas (Sacramento, CA)
Jenny Angel Co. (Sacramento, CA)
Linzel Couture (Sacramento, CA)
Luico Montana (San Francisco, CA)
Maisha Bahati (Sacramento, CA)
Melissa Kay (Sacramento, CA)
Miosa Couture (Sacramento, CA)
Nelly Salogyb (Sacramento, CA)
Playez International (Malaysia, Asia)
Richard Hallmarq (Sacramento, CA)
Tiana Vega Collection (Sacramento, CA)
Tomicko Abella (Sacramento, CA)
Venus Creations (Sacramento, CA)
Victor Louis Couture (Sacramento, CA)
Vindyco (San Jose, CA)



Emma Franklin, Marco Fuoco, Renee Woznichak



Cindy Vo, Arena Sidara



Christine Edwards, Misty Edwards



Ryan Dexter, Bette Miles-Holleman

FASHION & BEAUTY EXPO

Fashionistas flocked to GB Studios' Magnum Opus Fashion & Beauty Expo at the Tsakopoulos Library Galleria in Sacramento. Proceeds benefited the American Cancer Society.





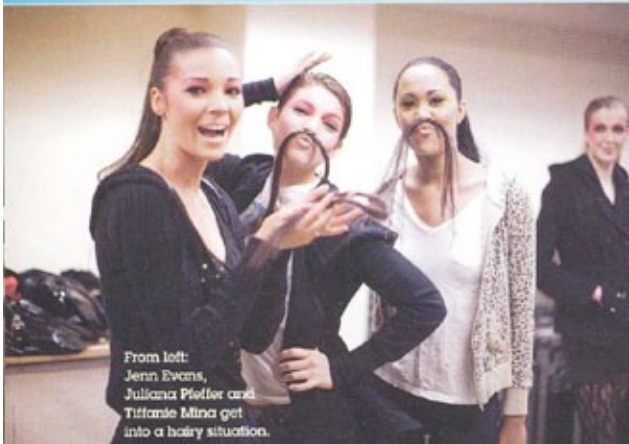
Sacramento Fashion Week 2012

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A GRAND FINALE
CONTINUED

“It’s my town.
I’ve got major pride for Sacramento.
There are just amazing designers out here.
So I really love Sacramento Fashion Week because it
makes us [in the industry] all feel special.”
—model **Juliana Pfeffer**

Model **Lyndsie Moore**
in **Nelly Salogub**

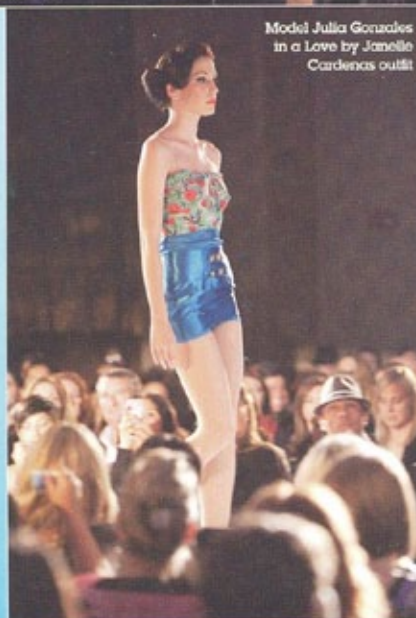


From left:
Jenn Ewens,
Juliana Pfeffer and
Tiffanie Mina get
into a hairy situation.



Makeup artist and
hairstylist **Jarvie
Wallbanger** works his
magic backstage.

Model **Julia Gonzales**
in a **Love by Janelle
Cardenas** outfit



From left: **Jeana Lee**
& **Brett Porter**, both of
Nordstrom, with **Neal
Davis**, owner of **Capitol
Aviation Group**



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Model Jenna Rea in Cesar Cabrerros

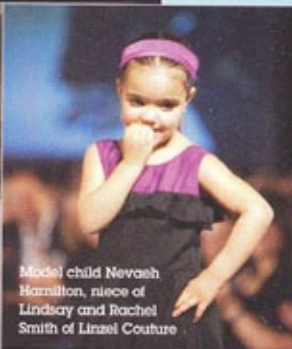
“It’s my first year. I hope to come back every year! All the people here were amazing—I was blown out of the water. And all the [other] models were so nice. We were in the back room and could watch the whole thing from there. It was great. I’m glad no one fell down.

We’ve got the pros out tonight!”

—model **Heather Lynn**



Fashion designer Nelly Sologub has got model Ashley Jones' back.



Model child Nevaeh Hamilton, niece of Lindsay and Rachel Smith of Linzei Couture



From left: Ashley Trace, medical aesthetician at Physicians Skin and Weight Centers, and Renee Kelley and Shanteen Bhimani, both of Allure Salon and Spa



The Finale Designer Showcase packs the house at the Elks Tower Ballroom downtown.



Model Heather Lynn

A Grand Finale

Sacramento Fashion Week saves the best for last and hosts a runway spectacular on its final day





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2011 event schedule





MAKE-A-WISH.
SACRAMENTO & NORTHEASTERN CALIFORNIA CHAPTER

Make-A-Wish Foundation® of Sacramento & Northeastern California is the sole beneficiary of Sac Fashion Week 2011.
www.makeawish-sacto.org

FEB 24	7 PM	LAUNCH PARTY LOUNGE ON 20 - 1050 20TH STREET
FEB 25	10 AM	PATTERNMAKING & DRAPING BASICS WORKSHOP IADT SACRAMENTO ROOM #203 - 2450 DEL PASO ROAD
	1 PM	"MAKE IT BEAUTIFUL" FASHION THEME BOARD PRESENTATIONS IADT SACRAMENTO ROOM #205 - 2450 DEL PASO ROAD
	8 PM	EMERGING DESIGNER SHOWCASE ELKS TOWER BALLROOM - 921 11TH STREET
FEB 26	8 PM	FINALE DESIGNER SHOWCASE ELKS TOWER BALLROOM - 921 11TH STREET
	10 PM	AFTER PARTY LOUNGE ON 20 - 1050 20TH STREET
FEB 27	1 PM	FASHION FORUM SACRAMENTO STATE UNIVERSITY - 6000 J STREET (HINDE AUDITORIUM - UNIVERSITY UNION 1ST FLOOR)

PURCHASE TICKETS ONLINE AT SACFASHIONWEEK.COM

 facebook.com/sacfashionweek
 @sacfashionweek





sponsorship opportunities

presenting sponsor \$15,000 (limit 5)

- 8 VIP tickets to both Spring/Summer & Winter/Fall Showcase
- 4 Backstage Passes to both Spring/Summer & Winter/Fall Showcase
- Logo on website and all email blasts, flyers and posters
- 1-Minute commercial spot to be played at the showcases.
- Logo on Step and Repeat Board
- 2 page ad in program
- Full page ad in BayFashion Magazine
- Display table for company information at both Showcases
- Logo placement on staff T-shirts worn during all events
- Special acknowledgment as Presenting Sponsor on all Press Releases, media promotions, and social media including Facebook, Twitter, MySpace, LinkedIn and SACFW blog.

grand sponsor \$10,000 (limit 5)

- 6 VIP tickets to both Spring/Summer & Winter/Fall Showcase
- Logo on website and all email blasts, flyers and posters
- Logo on Step and Repeat Board
- 30-Second commercial spot to be played at the showcases.
- Full page ad in program
- Half page ad in BayFashion magazine
- Display table for company information at both Showcase
- Special acknowledgment as Grand Sponsor on all Press Releases, media promotions, and social media including Facebook, Twitter, MySpace, LinkedIn and SACFW blog

major sponsor \$5,000 (limit 10)

- 2 VIP tickets to both Spring/Summer & Winter/Fall Showcase
- Logo on website and all email blasts, flyers and posters
- 1/2 page ad in program
- 1/2 page ad in BayFashion Magazine
- Opportunity to provide products for SWAG bags at both Showcase
- Display table for company information at both Spring/Summer & Winter/Fall Showcase
- Special acknowledgment as Major Sponsor on all Social Media promotions including Facebook, Twitter, LinkedIn and SACFW blog.



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sponsorship opportunities

exhibitor sponsor \$2,500 (limit 5)

- 2 Exhibit Badgers for to both Spring/Summer & Winter/Fall Showcase
- 6 feet table top & 2 chairs at both Spring/Summer & Winter/Fall Showcase
- Logo on website and all email blasts, flyers and posters
- 1/2 page ad in program
- 1/2 page ad in BayFashion Magazine
- Opportunity to provide products for SWAG bags to both Showcase
- Special acknowledgment as Exhibit Sponsor on all social media outlets including Facebook, Twitter, and LinkedIn.

hospitality sponsor \$1,000 (exclusivity)

- 4 General Admission Tickets to both Spring/Summer & Winter/Fall Showcase
- Logo on website and all email blasts, flyers and posters
- 1/4 page ad in program
- 1/4 page ad in BayFashion Magazine
- Opportunity to provide products for SWAG bags at both Showcase
- Special acknowledgment as Hospitality Sponsor on all social media outlets including Facebook, Twitter, and LinkedIn.

contributing sponsor \$500

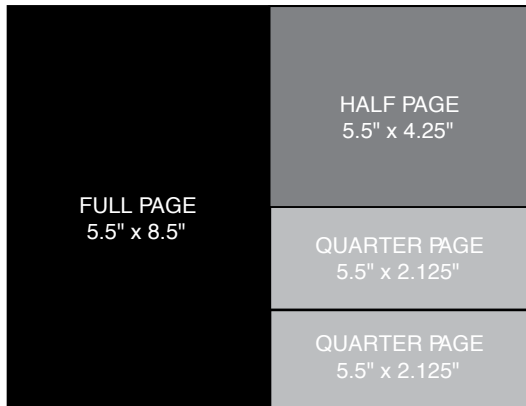
- 2 General Admission Tickets to both Spring/Summer & Winter/Fall Showcase
- Logo on website and all email blasts, flyers and posters
- Opportunity to provide products for SWAG bags at both Showcase
- Special acknowledgment as Contributing Sponsor on all social media outlets including Facebook, Twitter, and LinkedIn.



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program advertising



Pricing:

Back Cover	\$450.00
Inside Front Cover	\$400.00
Inside Back Cover	\$400.00
Full Page	\$375.00
Half Page	\$195.00
Quarter Page	\$105.00

All Content Due: January 28, 2012

Distribution: February 20 - 22, 2012

Program Size: 5.5" x 8.5"

Bleed: 1/8" All Around

digital file requirements

Templates

Magnum Opus/Sacramento Fashion Week will be able to provide a template file upon request. Ask your sales rep for details.

Logos

All logos must be submitted in a vector-based format such as EPS or Adobe Illustrator (.ai) file format.

PDF/EPS

We accept high resolution PDF files that comply to PDF X-1A (Acrobat 6 or later) digital file format requirements. All PDF files must be CMYK format with at least 300dpi with all applicable registration marks.

JPEG

All JPEG files must be CMYK format (US Web Coated SWOP V2 - with a 15% dot grain). The minimum resolution is 300dpi with all applicable crop and registration marks provided.

TIFF

All TIFF files must be CMYK format (US Web Coated SWOP V2 - with a 15% dot grain). The minimum resolution is 300dpi with all applicable crop and registration marks provided.

additional services

Creative Design Services

Custom ad design services are available at an additional fee. Please notify your Sacramento Fashion Week rep. for details about graphic design, artwork, ad placement, logo, photography and banner.

Color Proofing

Advertisers, vendors and sponsors participating for printing program must submit a hardcopy color proof from (Matchprint or Kodak Approval) of their ad in order to facilitate color match. We do not accept laser or inkjets for proof matching. Magnum Opus will not be responsible for color shifts if no color proof was supplied. We can provide a proof with an additional charge. Please ask your account representative for details.

Advertiser, Vendor, Sponsor Assistance

Advertisers may seek assistance by contacting their sales rep.

file submission

Submit print-ready files via email (10mb max) to: sponsors@sacfashionweek.com



sponsorship & advertising contract

Yes, I will support Sacramento Fashion Week, benefiting the Make-A-Wish Foundation of Sacramento & Northeastern California as an official sponsor. 501C (3) EIN# 68-0027351

I'm sorry, I am unable to sponsor this year.

Individual/Organization Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Sponsor Level: (Please check one)

- | | | |
|--|--|---|
| <input type="checkbox"/> Presenting (\$15,000) | <input type="checkbox"/> Grand (\$10,000) | <input type="checkbox"/> Major (\$5,000) |
| <input type="checkbox"/> Exhibit (\$2,500) | <input type="checkbox"/> Hospitality (\$1,000) | <input type="checkbox"/> Contributing (\$500) |

Program Advertising: (Please check one)

- | | | |
|---|--|---|
| <input type="checkbox"/> Outer Back Cover (\$450) | <input type="checkbox"/> Inner Front Cover (\$400) | <input type="checkbox"/> Inner Back Cover (\$400) |
| <input type="checkbox"/> Full Page (\$375) | <input type="checkbox"/> Half Page (\$195) | <input type="checkbox"/> Quarter Page (\$105) |

Payment Method:

- | | | |
|--------------------------------|--------------------------------------|---|
| <input type="checkbox"/> VISA | <input type="checkbox"/> Master Card | <input type="checkbox"/> American Express |
| <input type="checkbox"/> Check | <input type="checkbox"/> Invoice Me | |

Name On Card: _____

Card Number: _____

Signature: _____ Date: _____

All donations are tax deductible under 501C (3) EIN# 68-0027351

Please make checks payable to: Magnum Opus
 Please send company logos electronically to: sponsors@sacfashionweek.com
 Mail contract forms to: Magnum Opus Sponsorship - 100 Enterprise Court, Galt, CA 95632 (Attn: Duane Ram)
 Fax contract forms to: 206-888-2453 (Attn: Duane Ram)



gift bag donation form

We are expecting 400 VIP guests, 200 per day. This is an ideal opportunity to market your company by providing a supply of promotional gifts and/or samples of your product line that we may include in our gift "swag" bags.

Sacramento Fashion Week is the front running seasonal fashion show production for the Sacramento fashion industry. We provides the bridge between fashion designers, models, photographers, advertising agencies, modeling & talent agencies, fine artists, make up & hair stylists, exhibitors and entrepreneurs in the beauty, fashion and entertainment industry.

All gifts are due by February 1, 2012

Contact Information:

Individual/Organization Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Gift Information:

Product Name: _____

Description (Include approximate size, weight, and handling instructions):

Value of Gift: _____ Solicited by: _____

All donations are tax deductible under 501C (3) EIN# 68-0027351

Mail all gifts and/or promotional items to:
Magnum Opus SACFW Gift Bag - 100 Enterprise Court, Galt, CA 95632 (Attn: Duane Ram)